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SIAMRAT WEEKLY / MAGAZINE

YUTTANA WONGWIRAYOTIN : CONTENTS IN MEDIA CRITICISM COLUMNS OF
MATICHON WEEKEND AND SIAMRAT WEEKLY MAGAZINE . THESIS ADVISOR :
WILASINEE PHIPHITKUL,Ph.D. 131 pp. ISBN 974-17-0578-6

The Objective of the research was to study contents on media criticism of Matichon weekend and Siamrat weekly magazine by analysing subjects, issues and presentations in both columns. Furthermore, the process of criticism was applied in order to evaluate the performances of criticism appeared in both columns, as well as to examine the impacts of the columns in self – regulation of the media. The research employed content analysis and depth – interview with editors and columnists of the two columns.

The findings of research were as follows :

1. The criticism columns in both magazines concerned similar issues, for example movements in media, media ethic examination, intervention of the media
2. The criticism columns in both magazines showed various presentations, For instance Matichon weekend focused on interviewing and reporting the media movement, While Siamrat weekly focused on news source and made observation.
3. Both columns performed incomplete criticism process, however, they reflected attempts in supporting media self - regulation.